



DRAFT

MINUTES OF THE OCCUPANCY TAX BOARD MEETING
Tuesday, April 16, 2019
Regular Meeting 2:30 P.M.

Committee Chair: Jim Fielding
Committee Members: Kerry Moore, Roxanne Slayton, Susan Noelle
Staff Coordinator: Juanita Jennings

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board convened at 2:30 p.m.

ROLL CALL

Members Present: Chair Jim Fielding, Kerry Moore, Roxanne Slayton, Susan Noelle
Members absent: Jill Cleveland

A quorum was present.

Staff Present: Allison Gray, Tourism & Events Manager & Juanita Jennings, Public Affairs Director

APPROVAL OF AGENDA – Ms. Moore motioned to approve the agenda. Ms. Slayton seconded the motion. A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

APPROVAL OF MINUTES – Ms. Moore motioned to approve the minutes March 27th, 2019 meeting. Ms. Slayton seconded. A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

PUBLIC COMMENTS - There were no public comments.

REGULAR ITEMS (Action Items):

2. Lodgers' Tax Funding Request – New Mexico Aviation Aerospace STEM Expo

Mr. Fielding presented the request for Lodgers' Tax funding 50% of eligible expenses on a reimbursement basis in the amount of \$11,900.

Brian Cook President of NMAAA Stem presented an overview of the event. This event will be the first time in Roswell, NM collaborating with NMMI and Eastern NM University with an emphasis in Aviation. Anticipating 5000-7000 attendees. Ms. Moore questioned \$10,000 sponsorship from City of Roswell.

Mr. Cook indicated it was open to all high schools in NM. Ms. Moore questioned 3500 students in attendance and number of students staying the night.

Ms. Moore motioned to approve \$5,650 Lodgers' Tax funding on a 50% of eligible expenses reimbursement basis.

Ms. Slayton seconded the motion. A voice vote was unanimous (4-0).

3. Lodgers' Tax Funding Request – Pecos Valley Potters Guild Art Sale

Mr. Fielding presented the request for Lodgers' Tax funding 50% of eligible expenses on a reimbursement basis for \$2095.

A representative of PVPG Ms. Janet requested adding \$400 for billboard advertisement to round up the request to \$2600. Ms. Gray indicated that request could not be accommodated at this time. Ms. Moore made a motion to discuss. Ms. Moore questioned the total on the marketing budget plan as she got \$3950 and the total presented did not add up on the application for the Pecos Valley Potters Guild Art Sale.

Ms. Gray indicated cells do not add up in the application. The event organizer needs to total them. Ms. Moore asked how many years this event has been going on? On the profit and loss of financial statement it shows a profit of \$5600. Ms. Janet was not clear on what was being added and then confirmed the \$5600. Ms. Moore asked about the possibility of covering the marketing budget. Ms. Moore asked about the lower attendance this year. Ms. Slayton asked what newspapers were being advertised in outside of Roswell. Ms. Janet said she is including Hobbs and Ruidoso this year along with radio including Artesia and Carlsbad.

Ms. Moore motioned to approve \$1,295 for eligible Lodgers Tax funding on a 50% reimbursement basis. Ms. Slayton seconded. . A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

4. Lodgers' Tax Funding Request – Eastern NM State Fair, Pinata & Chili Cheese Festival

Mr. Fielding presented the request for Lodgers' Tax funding 50% of eligible expenses on a reimbursement basis for \$40,000.

Jerry Hembree, Board of Directors ENMSF presented an overview of the event. Best fairs and attendance in recent years. Discussed new partnership with Chile Cheese and Piñata Fest. These will be on the fairgrounds the weekend before the fair officially opens. The partnership increased the funding request by \$5000 over what was received last year to help with the new advertising. They are partnering with Leprino to do tours and have ample parking.

Mr. Fielding asked about the \$2125 Chile Cheese awarded last year and they only used \$805 and the request is double for \$5000 more. Why? Mr. Hembree explained this is what they anticipate to let people know here and from out-of-town that it is now a 10-day deal.

Ms. Lay of MainStreet Roswell indicated they have a NM Magazine ad scheduled and some rack cards that have been successful that will go out to the Visitor Centers around the state. They added sanitation and security for the extra days. There were

some things they anticipate using that they did not use. Ms. Lay indicated they have advertising already booked and scheduled. Ms. Moore questioned the difference. Ms. Lay indicated it was advertising that they did not use that they do plan on using this year. Ms. Boyles of Mainstreet Roswell explained the request last year they anticipated magazines, but did not get submissions in on time as magazines work four to eight months out. Ms. Moore explained the importance of using all funds awarded as other organizations could have benefited had the monies not been allocated/awarded to organizations that did not use of all it. Ms. Moore requested that Mainstreet Roswell ensures the money is utilized all the money is awarded. Ms. Moore motioned to discuss. Mr. Fielding seconded.

Ms. Moore questioned the application of where the

Mr. Hembree said that is a good question. Ms. Boyles asked if they could get a member from ENMSF on the line to explain.

Ms. Moore questioned why the visitor attendance was left blank on the application.

Mr. Hembree indicated 50,000. Explaining it is hard to track out-of-town visitors at the gate. They survey all exhibitors and people who show. Trailer lots and judges are in hotels. Exhibitors surveyed how many stayed in hotels, etc. It is our best guess.

Ms. Boyles indicated Trish Lair of ENMSF was on the phone to answer the question where the organization plans to spend the marketing budget. Ms. Lair NM Stockton, Clovis/Portales Newspaper and radio includes Lubbock, ABQ, Ruidoso and three-radio stations in-town, internet boosts a post in area Amarillo, Odessa, Midland.

Ms. Slayton asked about the \$19,500 of radio budget in Roswell. Ms. Lair indicated it does reach outside of the 30 mile radius.

Councilor Judy Stubbs spoke and stated Mr. Nava of the Roswell Hispano Chamber was here and could explain or answer any questions about the Hispano Chamber's role in the event.

Ms. Moore motioned to approve \$12,820 Lodgers' Tax funding on a 50% of eligible expenses reimbursement basis. Ms. Slayton seconded.

Ms. Moore provided an explanation that it was at the 50%. Mr. Hembree asked about Sanitation. Ms. Moore explained this is why it is critical to complete the form correctly.

Ms. Moore amended the motion to approve \$40,000 Lodgers' Tax funding on a 50% of eligible expenses reimbursement basis. Ms. Slayton seconded. A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

5. Lodgers' Tax Funding Request – Roswell Jazz Festival

Mr. Fielding presented the request for Lodgers' Tax funding 50% of eligible expenses on a reimbursement basis for \$7,315.

Paul Greives, Board Member provided an overview of the event that has been going on for the past 14 years. They collaborate with various establishments in Roswell for venues during the five day event. Dedicated to education. They go out to the city schools one day and bring in 2-3 Regional Jazz bands. Out of town attendees are about 160 with 141 room nights. The budget will be basically the same as last year. The did put in \$1300 to be determined. Going to put out two newsletters this year

opposed to one last year. They did not put the City of Roswell on the newsletter last year so that was not submitted for reimbursement.

Ms. Moore made a motion for discussion. Asked to clarify the amount of \$650 to Roswell Daily Record. Ms. Moore addressed the police and security are eligible but they wrote it in on the wrong line. Ms. Moore stated they have been doing this year for 14 years and asked what the possibility is that they can become self-sufficient. Paul Grieves stated that they would like to and can work towards being self-sufficient. She stated that they depend on donations. Ms. Moore stated that on their profit statement they had made a profit of \$10,000. Ms. Grieves stated that this was the first time in several years that they had made a profit. Ms. Moore asked if they would be able to do that again this year. Ms. Grieves answered that she hopes so but it depends on donations and ticket sales. They are using the Convention Center this year and have not previously had to pay for venue space. Musicians had 25 room nights last year. The total room nights were 141 nights. Ms. Moore asked if they have an actual survey. Ms. Grieves stated yes but not as many people completed it last year. Ms. Moore stated that based off of ticket sales you had 18 rooms and 28 nights. Ms. Grieves said no, from out of state they had 83 people attend plus 25 musicians for a total of 108. Room nights for out of state were 31 and in state we had 28 nights for a total of 59 nights. Musicians were 82 room nights for a total of 141 room nights. Total people coming into the event, not musicians, was 83.

Ms. Moore motioned to approve \$4,500 Lodgers' Tax funding on a 50% of eligible expenses reimbursement basis. Ms. Slayton seconded. Mr. Fielding ask for any discussion. No Discussion was made.

6. Lodgers' Tax Funding Request – 2019 Bottomless Triathlon

Mr. Fielding presented the request for Lodgers' Tax funding 50% of eligible expenses on a reimbursement basis for \$2,480.

Mark presented that they are asking for the same amount of funding. He stated that they just celebrated their 35th event and it was the most successful event they have had. The fund raising was as strong as it has ever been. They did spend extra on higher quality shirts. He stated because of the partnership with the City this event is successful. He stated that they have been self-sufficient for a long time but they are successful because of the partnership. Ms. Moore asked if last year was the first year that they applied. Mark stated no that it was not the first year.

Ms. Moore made a motion for discussion. Ms. Slayton second the motion.

Ms. Moore stated that it is not a spectator sport but they could try to get more people out there.

Ms. Moore motioned to approve \$2,480 Lodgers' Tax funding on a 50% of eligible expenses reimbursement basis. Ms. Fielding seconded. Mr. Fielding ask for any discussion. No Discussion was made. A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

ADJOURN

Mr. Fielding requested a motion for adjournment. Ms. Moore motioned to adjourn. Ms. Slayton seconded the motion.

A voice vote was unanimous (4-0) and the motion passed with member Cleveland being absent.

The meeting was adjourned at 3:48 p.m.

Next Meeting: Tuesday, July 16, 2019.

Minutes submitted for approval by Juanita Jennings.